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Newsmaker

CIA's McConnell Makes Filters

By ALFRED RUSSELL

You might be a bit surprised to find that the former deputy director of the U.S. Central Intelligence Agency now runs the country's third largest maker of industrial filters. But a talk with Murray McConnell this week made some of the reasons clear.

Cuneo Engineering, he will observe, "is still a small company; 1954 sales were just a bit above \$4 million." But he notes that this compares with some \$2.6 million in 1950 and adds:

"This industry has 260 companies, yet none of them gets close to duplicating the type of output of other producers. Thus while there's competition there's room for making a profit and for growing."

The growth, he says, stems from the fact that the need to filter foreign objects out of both raw materials and finished products provides other growing markets, he feels.

Filter for Any Fluid.

Cuneo's current production is divided between industrial and auto, cigaret lighter filters. "Maybe there will be a decline



MURRAY McCONNEL

in filters for the auto industry," he says, "but 80 percent of our total production now goes to a broad group of industries. In fact, we make filters for any fluid, gas or light, that can be pumped."

Filtering, he notes, is an essential in small precision parts, heavy equipment, milk, drugs "and almost any kind of item." Cuneo now is "in the pilot stage" on a filter that's speci-

ally intended for the food, beverage and drug fields. "I can see the day coming when this branch will do a bigger business than we do altogether now."

Whisky Like Gin.

A slight, trim, clipped-speech type of executive, Mr. McConnell recalls with interesting detachment "some of the inevitable fiascos we've had in developing the new filters." One filter, he said, was tried out by a whisky producer. It worked too well. It not only removed every impurity; it also relieved the whisky of its color, making it look much like gin.

But he's used to solving problems, as indicated by this record: He's headed Cuneo for six years, working out of its main plant in Meriden, Conn.; he's a director of American Machine & Foundry and Dixie Home Stores.

He's a former partner in Hayden, Stone & Co. and handled the financing of Julius Garfinckel & Co., leading Washington, D. C. retail operation. Earlier he financed Dixie-Howe Stores, now a \$100 million business and part of Winn & Lovett.

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